ED CARRILLO

NEH — APPLICATION COVER SHEET

Form OMB-128-R-0071

1. Individual Applicant/Principal Project Director
a. Name and Mailing Address

Carrillo, Eduardo L.
(last, first, initial)

University of California

Santa Cruz, California 95064
(city) (state) (zip)

Associate Professor of Art
title/position

b. Date of Birth: 04 08 37 (mo day year)

c. Major Field of Study: Art

d. Highest Degree Attained: M.A. /64 (mo year)

e. Education

f. Telephone: (408 429-2363 ext.

g. Citizenship: 1. [X] USA 2. [ ] Other Specify:

(For NEH use ONLY)
Date Received / /
Application #
Initials

2. Type of Application
1. [X] New 2. [ ] Revision
*3. [ ] Renewal *4. [ ] Supplement
*If 3 or 4 (above) enter previous grant #

3. Program To Which Application Is Being Made
Division of Public Programs
Museums and Historical Organizations Humanities Projects

4. Type of Applicant
1. [ ] Individual
*2. [X] Institution/Organization

Congressional District: 16

* If (2) above (inst./org.) enter -
Type: Educational
Status: Public Non-Profit

5. Requested Period
From: 08/01/81 To: 07/31/82 = Total Months: 12

6. Audiences (Direct Beneficiaries)
a. General Public
b. Minorities
c. Art and History Enthusiasts

7. Requested Amount
Outright $ 18,041
Gift & Match $ 0
NEH Total $ 18,041
Cost Sharing & Other Contributions $ 7,246
Total Project $ 25,287

8. Field of Project
History and Criticism of the Arts

9. Location Where Project Will Be Completed
Santa Cruz, California

10. Public Issues Of Project
Mexicano/Chicano Art and Culture

11. Topic (Title) of Project
Publication: "Califas" - Chicano Artists of California"

12. Description of Proposed Project (Do not exceed space provided)

Eduardo Carrillo has assembled an exhibition of new art works by fifteen of the most significant contemporary Mexican/American artists now working in California. This proposal is to request funds for the publication of an exhibition catalogue which will contain reproductions of many of the works in the exhibition; artists' statements about their work; and critical essays about the development, style and meaning of Chicano art, including information about the complex issues in which Chicano artists are involved.

This is a much-needed publication, as the following proposal will demonstrate. The "Califas" exhibition catalogue represents a valuable resource document and will be the most definitive work to date about Chicano artists.

13a. Have you submitted, or do you plan to submit a similar application to another NEH Program? If yes, provide name(s):[year(s) when applicable]
NO

13b. Have you submitted, or do you plan to submit a similar application to another government or private entity? If yes, provide name(s): [year(s) when applicable]
NO

IMPORTANT — READ INSTRUCTIONS CAREFULLY BEFORE COMPLETING BLOCKS 14 & 15

14. Authorizing Official (name & mailing address)
Dr. Helene Moglen
Dean, Division of Humanities
University of California, Santa Cruz, CA

Certification: I certify the statements herein are true and correct to the best of my knowledge and belief:
Sig. Helene Moglen (authorizing official/applicant) Date 04/03/81 (mo day yr)

15. Institution/Organization (name & mailing address)
The Regents of the University of California
University of California, Santa Cruz
Santa Cruz, California 95064

Type Ins./Org.: Public, Non-Profit Educational

PUBLIC PROGRAMS DIVISION COVER SHEET CONTINUATION

16. Institution/Organization Name The Regents of The University of Ca., Univ. of Ca., Santa Cruz | NEH USE ONLY Application Number

17. Title of Project Publication: "Califas" - Chicano Artists of California"

18. Category of Grant Implementation, Permanent

19. Additional Background Information

a) Santa Cruz is one of nine campuses that comprise the University of California system. The Santa Cruz campus emphasizes high quality undergraduate instruction in a wide range of interdisciplinary majors. UCSC was founded with the spirit of experimentation which led to the development of a number of unique programs, such as the field study program, individual study, apprentice teaching, credit by petition and small lecture/seminar classes.

A unique component of the Humanities Program are the "Foundation Seminars." These are classes to introduce all incoming freshmen to the kind of thinking and self-expression which is expected in the University, and stress helping students develop ability in reading, writing and speaking. These classes address themselves to broad topics of general concern to every mature citizen, as is indicated by the general theme for all seminars, self and society.

b) Chicano art
Chicano culture
history and criticism of the arts

This project has not applied for any other planning or NEH grants.

c) This project will be presented to the public in the form of a publication. This exhibition catalogue will contain reproductions of the "Califas" exhibition, with editorial and critical commentary on Chicano art and culture by the artists' themselves and established Chicano writers.

d) The subject of Chicano art and culture has received little recognition, research or documentation (see following narrative). With the publication of the "Califas" catalogue, the general public will be provided with a much needed resource and informational document about the art of Chicanos of California.

20. Key Personnel

See appendix in attached proposal

Proposal
for the Publication of
an Exhibition Catalogue

of

"CALIFAS" - CHICANO ARTISTS OF CALIFORNIA

Mary Porter Sesnon Art Gallery
University of California, Santa Cruz

"Califas," an Exhibition of Chicano Artists in California

"Califas" is Chicano slang for California, and for many people born of Mexican parentage it represents a spiritual as well as a geographic area. With this understanding Eduardo Carrillo, Associate Professor of Art at UCSC, through the sponsorship of the Mary Porter Sesnon Art Gallery, has assembled an exhibition of new works by fifteen of the most significant contemporary Mexican/American artists now working in California. These artists represent a cross section of geographic areas in California, and they work in various media. However, their art is united and defined by a shared vision; a conscious identification with Mexicano/Chicano culture, and a commitment to the depiction of the Chicano world view.

All of the artists in this exhibition have devoted themselves to the arts and have been exhibiting their work for at least ten years, some for as many as twenty-five years. Many of the artists have exhibited together in state, national and international exhibitions, forming the cornerstone of a major cultural and artistic identity within the state of California. All of the artists have participated in the formation and pursuance of a significant contemporary cultural movement which embodies a rich and varied sense of creative expression.

As we enter the 1980's demographic forecasts show[1] that the Chicano population will become the majority group in the state. And yet, the imaginative constructs of this group remain relatively unknown and nonvalidated.[2] Two important facets of the "Califas" exhibition are to bring together a visible documentation of the Chicano Art Movement within the state of California, and to stimulate the work of the artists themselves.

[1] Statistics from Sacramento, 1980

[2] In an exhibition at the Museum of Modern Art, San Francisco, 1976, entitled, "A Survey of 20th Century California Painting and Sculpture," no ethnic artists were included.

An Exhibition Catalogue for "Califas"

In order to properly document this unique exhibition, to make the artists' work available to a broader community, and to provide much needed cultural and historical information on Mexicano/Chicano art, the Sesnon Art Gallery is seeking funds to publish a ninety-eight page scholarly catalogue of the "Califas" exhibition. This book will contain the following:

1) reproductions of many of the works in the exhibition, some in color

2) artists statements about their work with biographical information and exhibition records

3) a major scholarly article on the development, style, aesthetics, and meaning of Chicano art within the context of a cultural and art historical framework, and

4) eight short essays by different Chicano writers about the complex issues in which Chicano artists are involved

Dr. Tomas Ybarra-Frausto, Professor of Spanish Literature of Stanford University, has agreed to contribute the primary text, and will also be editing the catalogue.

Like the recent Sesnon Art Gallery publication, "Roman Portraits: Aspects of Self and Society," produced in collaboration with the J. Paul Getty Museum, this catalogue will be distributed to libraries and booksellers worldwide as a non-profit project of UCSC.

The "Califas" exhibition catalogue will very likely become a milestone in the study of Mexicano/Chicano culture and art. Very few books have been produced in this subject area. The two most noteworthy are Jacinto Quirarte's "Mexican American Artists" published in 1973, focusing on a national scope, and "Chicanarte," 1975. (Several of the artists whose work will be exhibited in "Califas" have been discussed in these monographs.) Except for Quirarte's monograph published in 1973, no comprehensive critical essays have been published about the work of Chicano artists. The publication and distribution of an exhibition catalogue for "Califas" is intended to:

1) document the unresearched and culturally significant subjects of Chicano Art and Culture

2) further the development of cultural and artistic interaction within the Chicano Communities of California, and

3) make the work of these artists and writers available to a much wider audience

The "Califas" exhibition catalogue will become a valuable resource document, and will be the most definitive work to date about Chicano artists.

Support for the "Califas" Exhibition Catalogue

The University of California Santa Cruz fully supports the "Califas" exhibition and catalogue. The UCSC Chancellor, Robert L. Sinsheimer, has given the Mary Porter Sesnon Gallery a $5,000 seed grant for preliminary work on the catalogue (see attached letter). The Arts and Humanities Division Dean, Helene Moglen, has written letters of support for the publication project and is the authorizing official (see attachment).

Dr. Tomas Ybarra-Frausto, the main writer and editor for the catalogue, is donating his services, as are the seven other writers who are contributing shorter essays.

Project Timeline: May 1981 - January 1982

May 1st	-	Writing and photography completed
June 15th	-	Editing completed
August 15th	-	Typesetting, graphic work and layout completed; send to printer
September 15th	-	Announce availability of book to libraries bookstores and museum bookstore
October 1st	-	Book returned from printer; ready for distribution and sales
January 1st	-	Make book available to small book distributors

Artists to be Exhibited in "Califas"

Robert Chavez, Los Angeles
Willie Heron, Alhambra
Judy Baca, Los Angeles
Rene Yanez, San Francisco
Rupert Garcia, San Francisco
Carmen Lomas Garza, San Francisco
Ralph Maradiaga, San Francisco
Ramses Noriega, San Diego
Salvador Roberto "Queso" Torres, San Diego
Eduardo Carrillo, Santa Cruz
Esteban Villa, Sacramento
Jose Montoya, Sacramento
Ernie Palomino, Fresno
Malaquias Montoya, Berkeley
Sue Martinez, San Francisco

Writers in the "Califas" Publication

Editor, Main Contributor:	Dr. Tomas Ybarra-Frausto - Professor of Spanish Literature, Stanford
Other Contributors:	Juventino Esparza - Oakes College, UCSC
	Shifra Goldman - Chicano Art History, UCLA
	Salvador Casillas - Writer, "Low Rider" Magazine
	Patricia Rodriquez - Muralist, Artist, San Francisco
	Pedro Rodriquez - Director, Bay Area Mexican Museum
	Marc Zuver - Fondo Del Sol, Washington, D.C.
	Rebecca Cumplish - Curator, "Ancient Roots/ New Visions"

Exhibition Catalogue for "Califas"

Specifications of Catalogue:

3000 copies to be printed, 98 pages each

8½ x 11" finished size

perfect bound with sewn signatures

printed in 16 page signatures

12 color reproductions (4-color process), 4 x 5 - 5 x 7"

48 black and white reproductions (one color, 150 line screen), 4 x 5 - 5 x 7"

three color cover, printed one side, mechanical separation

paper - 80 lb. Warren's Lustro Offset Enamel Text
10 point cover, coated one side

"CALIFAS - AN EXHIBITION OF CHICANO ARTISTS IN CALIFORNIA"

Exhibition Catalogue - diagram

Table of Contents

Dedication	1 page
Acknowledgements	1 page
Preface (gallery director)	1 page
Curatorial Statement (curatorial group)	2 pages
Essay by Tomas Ybarro-Frausto	30 pages
Artists' statements and color-plates	30 pages
Pensamientos on Chicano Art	15 pages
Artists' biographies and exhibitions	15 pages
Catalogue of the Exhibition	1 page
Selected General Bibliography	2 pages
total pages	98 pages

Exhibition Catalogue - detailed

Curatorial Statement:

1. assessment
2. state of chicano art
3. future directions

Major Essay:

1. historical development (north and south)
2. evolution of art movement from socio-political struggles
3. iconographic sources (visual commentary)
4. form and types - stylistic trends (visual commentary)
5. tendencies and directions
   (include many more artists not included in the show per se)

Pensamientos on Chicano Art:

1. International Reach of Chicano Art - Mexico, U.S.....Mark Zuver
2. Preservation and Defacing of Chicano Art.....to be taken from artists' statements
3. Chicano Artists in the Academy.....to be taken from statements by Palomino, Carrillo, Villa, Montoya, etc.
4. Women Artists.....Patricia Rodrigues
5. Patronage System - marketing (galleries, agents, periodicals, museums, etc).....Pedro Rodriques
6. Art Criticism.....Shifra Goldman
7. National Level.....Shifra Goldman
   S. Martinez, Malaquias and Leslie Montoya, Rene Yanez, Rupert Garcia, Tino Esparaza, Pedro Rodrigues
8. Barrio Art.....Salvador Casillas

Artists' biographies and exhibitions

1. picture of artists
2. biographical information - education
3. exhibition record - same number for each artist

Coordinators of Catalogue Production

Eduardo Carrillo	- prime sponsor, artists statements, biographies, gathering information, selection of works, overall design of exhibit and catalogue
Philip Brookman	- coordination for production, design and layout for catalogue, work with printers, fundraising, release forms, design of installation, gallery coordinator
Tomas Ybarra-Frausto	- major critical essay, editing of catalogue, selected general bibliography
Tino Esparza	- list of informational contributors, coordinate gathering of materials for each group or artist
Cruz Zamarron	- photography, graphics
Willie Herron	- cover design

SANTA CRUZ: DIVISION OF HUMANITIES AND ART
OFFICE OF THE DEAN

February 13, 1981

CHANCELLOR SINSHEIMER

RE: "Califas" Funding Request

Dear Bob:

The Sesnon Gallery has requested seed funds to produce an extensive catalog in conjunction with its unprecedented exhibit of Mexican-American artists. I strongly endorse this project and urge you to consider providing what amounts to a loan to launch the publication.

We're very pleased that Stanford Professor Tomas Ybarra-Frausto has agreed to produce the cricital essays which will cover both aesthetic and historical dimensions of the works of these important artists. Except for one limited monograph published in 1973, no comprehensive critical essays have been published in this field and this catalog will very likely become a milestone in the study of Mexican-American culture.

Professor Eduardo Carrillo, working with Sesnon Curator Philip Brookman, will produce the catalog which will be sold at cost. Book distributors have already been identified. I anticipate that we will easily be able to sell the first printing, and will therefore readily repay the funds which we kindly wish to borrow from you now.

Yours,

Helene Moglen

attachment

cc: Acting Associate Dean/Arts Cope
Curator Brookman ✓
Associate Professor Carrillo
Development Director Aldrich

February 18, 1981

PROVOST COPE
PROVOST DORFAN

Dear Colleagues:

In response to your letter of January 29, I am authorizing (by copy of this letter) Chief Financial Officer Brase to make available to you $5000 to assist in underwriting the publication of the catalog for the proposed exhibition "Califas" to be shown at the Sesnon Gallery, beginning May 5. It is my understanding that this $5000 will be used as the basis to attempt to secure matching funds by gift. I also understand that you will repay the University as much of the $5000 as is feasible out of the receipts from the sale of the catalog.

Sincerely yours,

Robert L. Sinsheimer

Robert L. Sinsheimer
Chancellor

cc: Chief Financial Officer Brase
Dean Moglen
Professor Carrillo

Phil
Draft a thank-you for Cope's sig —
Karin
return to Julie

PROJECT BUDGET
National Endowment for the Humanities
Washington, D.C. 20506

Page 1

I. Type of Budget Submission
☒ application budget
☐ budget revision
grant or application number

III. Date Prepared April 2, 1981

IV. Project Title "Publication: "Califas" - Chicano Artists of California"

V. Project Director Eduardo Carrillo

II. Applicant Organization
The Regents of the Univ. of CA.,
University of CA., Santa Cruz 95064

VI. Grant Period
From 08 (month) 01 (day) 81 (year) To 07 (month) 31 (day) 82 (year)

VII. Project Costs (include all charges to NEH and cost sharing funds)

***Summary Budget* for Entire Grant Period**

DIRECT COSTS		Amount
Salaries and wages		$ 4,264
Fringe benefits		1,136
Consultant fees		0
Travel	domestic $ 629	
	foreign $ 0	629
Supplies and materials		1,620
Services		0
Other		11,194
Total Direct Costs		18,843
INDIRECT COSTS		6,444
TOTAL PROJECT COSTS		$ 25,287

VIII. Project Funding for Entire Grant Period

(1) Requested from Endowment:

Outright funds	$ 18,041
Gifts to NEH	0
Federal Matching	0
Total Requested from Endowment	$ 18,041

(2) Cost Sharing

a. Cash Contributions
(list applicant's anticipated cash outlay and the sources and amounts of third-party donations, grants, etc.)

	$

b. In-Kind Contributions
(list each major item, source, and value)

Salary: E. Carrillo &	$
P. Brookman	4,264
Associated Benefits &	1,136
Indirect Costs	1,846
Total Cost Sharing	$ 7,246
TOTAL PROJECT FUNDING	$ 25,287

IX. Estimated Outlay of Endowment Funds During Grant Period

1st twelve-month period ending	07 (month) 31 (day) 82 (year)	$ 18,041
2nd twelve-month period ending		
3rd twelve-month period ending		
4th twelve-month period ending		
5th twelve-month period ending		

X. Authorizing Official
Dr. Helene Moglen
Dean, Division of Humanities
Name and Title (please type or print)

Helene Moglen
Signature

04/03/81
Date

6/1/79

XI. BUDGET ITEMIZATION for the period from 08 (month) 01 (day) 81 (year) to 07 (month) 31 (day) 82 (year)

DIRECT COSTS (Please refer to the instructions on Direct Costs before completing this section.)

1. Salaries and Wages (supply names of principal project personnel; for support staff indicate title of position only and number of persons in brackets)

Personnel	Title of Position	full-time equivalent in months spent on project cal	acad	sumr	Amount
Carrillo, Eduardo	Project Director				$
	20% time for 4 months				
	in the academic year.			.80	2,740
Brookman, Philip	Fine Arts Assistant I				
	10% time all year.			1.2	1,524

Total Salaries and Wages $ 4,264

2. Fringe Benefits (if more than one rate is used, list each rate and salary base)

rate		salary base	Amount
27	% of $	2,740	$ 740
26	% of $	1,524	396

Total Fringe Benefits $ 1,136

3. Consultant Fees

name or type of consultant	daily rate of reimbursement	no. of days on project	Amount
			$

Total Consultant Fees $ 0

4. Travel Costs

destination	transportation costs	subsistence costs	days in travel status	Amount (transp. + subsistence)
	Mileage: Round Trip:			
San Diego	$0.24 x 1000 miles	0	(2)	$ 240
Los Angeles	" x 840 miles		(2)	202
Fresno	" x 300 miles		(1)	72
Sacramento	" x 320 miles		(1)	77
San Francisco Bay Area	" X 160 miles		(2)	38
			( )	

Total Travel Costs $ 629

5. Supplies and Materials (list each major type and indicate the cost computation)

type	basis/method of cost computation	Amount
Paper	estimate from Watsonville Press, Inc.	$ 1,620
	Total Cost of Supplies and Materials	$ 1,620

6. Services (list each major type and cost computation)

type	basis/method of cost computation	Amount
		$
	Total Cost of Services	$ 0

7. Other (list each major type and cost computation)

type	basis/method of cost computation	Amount
Typesetting and corrections	$ .25 per word x 38,500 words	$ 1,000
Photography and color transparencies	20.00 per hour x 40 hours	800
Color separations	2.00 each x 14 separations	2,800
Printing and all b/w negatives	estimate from Watsonville Press, Inc.	4,199
Binding	estimate from Watsonville Press, Inc.	1,695
Phone ($300) and Office Supplies	($400) Approximately $58/month x 12	700
	Total Cost of Other	$ 11,194

INDIRECT COSTS

1. Rate(s) established by negotiation with Federal agency:

	Amount
34.2 % of $ 18,843	$ 6,444
_____ % of $ _____	

Name of Federal agency: DHEW

Date of negotiation agreement: October 1, 1979

2. Rate requested in attached indirect cost proposal or estimate of indirect cost rate if submission of indirect cost proposal will be delayed:

_____ % of $ _____	$
Total Indirect Costs	$ 6,444